

Pursuant to Executive Order 14058 (December 13, 2021)  
on *Transforming Federal Customer Experience and  
Service Delivery to Rebuild Trust in Government*

## 2024 HISP CX Action Plan

# International Trade Administration

As a High Impact Service Provider (HISP), ITA focuses on improving customer experience and delivery for the following services:

- 1) *Beginning and growing international sales through Trade.gov:*** ITA's Export Solutions webpage offers resources on how to export, research on foreign markets, network at events, discover buyers and partners, explore eCommerce resources, secure financing, negotiate export sales, navigate shipping and logistics, comply with U.S. and foreign regulations, perform due diligence, protect intellectual property, and resolve export problems.
- 2) *Working with ITA to do business with foreign buyers and investors:*** ITA connects U.S. exporters and economic development organizations (EDOs) with the right prospects to expand customers' export transactions and spur economic growth in local communities through foreign direct investment (FDI).

### ***What we will deliver in 2025:***

- **Deliver an enhanced roadmap for U.S. businesses expanding their global footprint**

ITA will conduct primary customer research to illustrate how customers seek assistance with expanding exports to identify pain points and drive improvements to ITA's digital services. Based on customer feedback, ITA will redesign digital content and create interactive resources and tools for customers to more quickly and easily begin and grow their international sales.

- **Embed customer feedback throughout ITA's matchmaking service offerings**

ITA will conduct research to understand how customers discover, participate in, and experience ITA events that match prospective exporters to overseas buyers. For example, it will implement surveys to continuously monitor customer satisfaction and will create maps of the typical customer journey to understand where the process can be improved. By taking these actions, ITA expects to improve the experience of its matchmaking services made available to an export and investment customer base of about 40,000 each year.